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MAD

No. 249 Jan. '83

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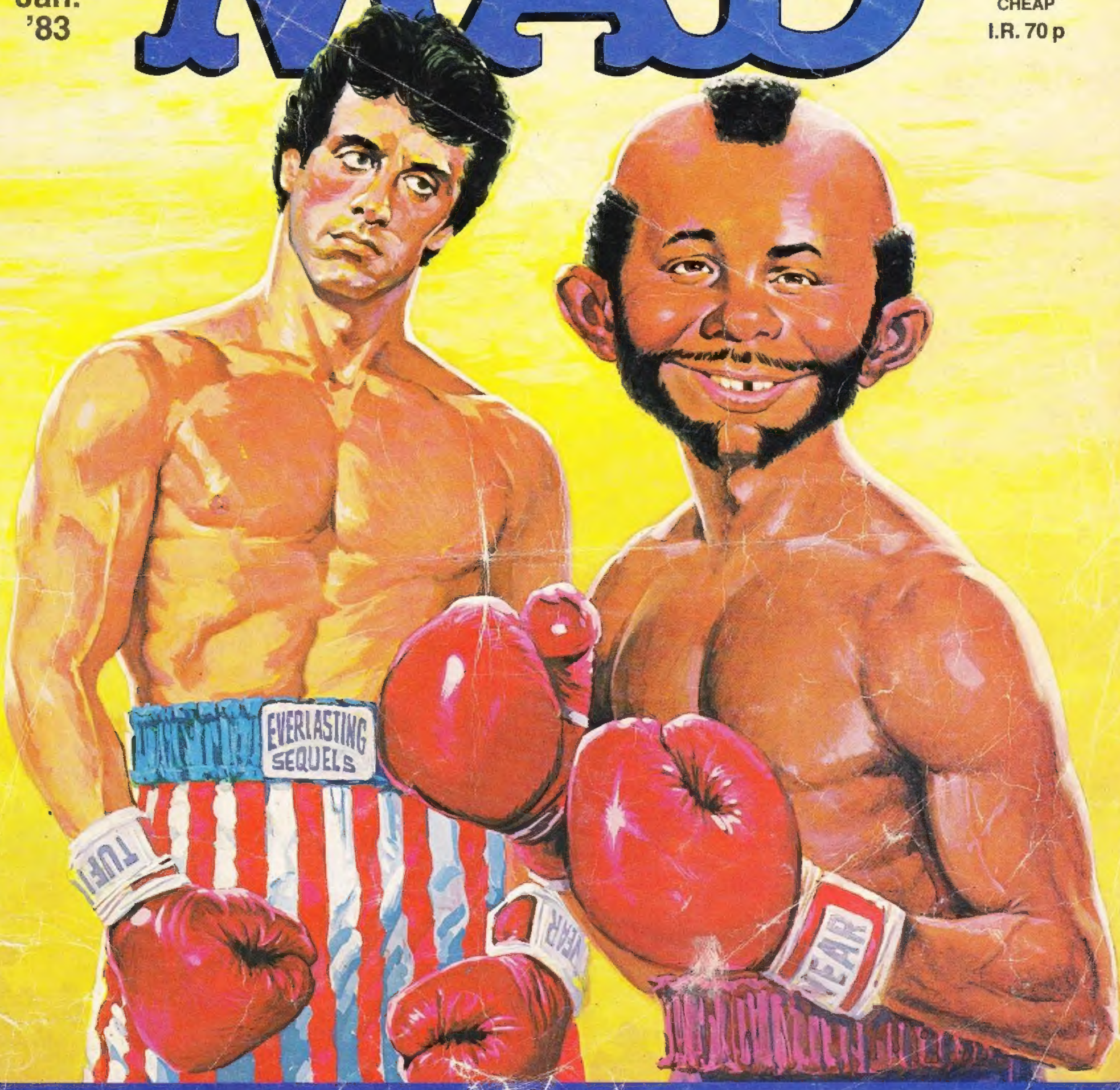

We jab . . . ROCKY III

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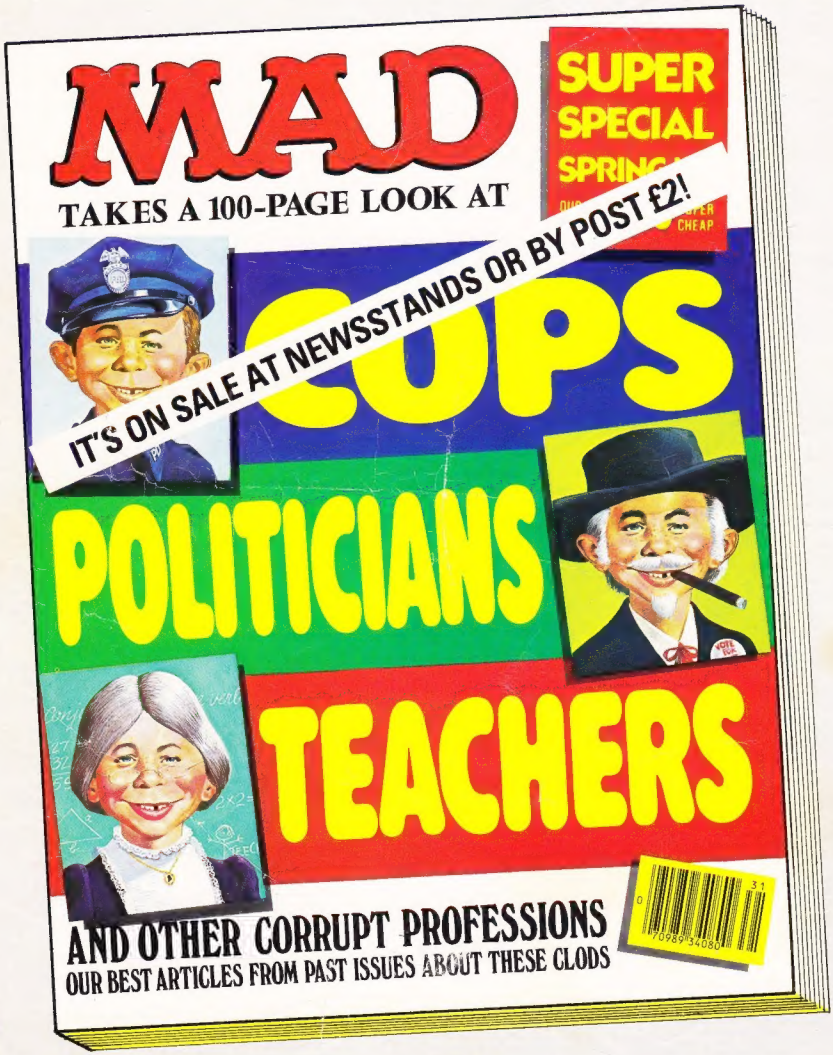

THE PAYOFF IS AT YOUR LOCAL NEWSSTAND...NOW

NUMBER 249 JANUARY 1983

MAD

NUMBER ONE IN A FIELD OF ONE

"One reason it's so expensive to support the government these days is because so many people are holding it up!"—Alfred E. Neuman

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Contributing Artists and Writers
the usual gang of idiots

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VITAL FEATURES

"ROCKHEAD" (Another MAD Movie Satire) Pg.6

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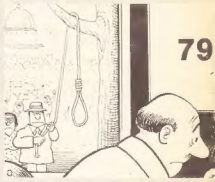

"DUMB KIND OF HERO" (Another MAD Movie Satire) Pg.28

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LETTERS DEPT.

MAD MAIL

This month we welcome in 1983 with Jack Davis and Arnie Kogen's version of Rockhead III, and whilst we're on the subject, may we wish all our readers a very happy New Year and a prosperous 1983. Our next issue clocks up 250! not that we're spending much on the celebrations, we are saving that for 1984 when we celebrate our silver jubilee. We will however, be offering you our version of 'Conan' plus of course our usual garbage.

Yours MADly

Ron Lettchford

ONE POINT OF VIEW

Dear Mad,

How many seconds did it take you to write issue 245? It was total rubbish and in the English vocabulary there were no words for "How To Look Slim And Trim" I doubt even that this letter will be published. The only way I may forgive you is if you send me issue 211 completely free.

Adam Reed
Wilmington

How wrong can you be?

AND OTHERS . . .

Dear Mad,

I liked your "Guide To First Aid" in issue 245. I laughed so much I needed first aid! Also, how about giving us Alfred's life story? (or has that already been done?)

Deborah Mosson
Glasgow

We've never done his life history but we have done his family tree . . . maybe we'll do it again soon.

Dear Mad,

I have just read issue 245 and I thought Don Martin's "One Gloomy Day In The Dungeons" was fantastic. Lets see some more like this and also some more Don Martin covers like 240 and 225.

D. Collins
Chingford

HELP

Issues 112 to 120 plus 139, 147 and 153 wanted. Have a few US editions for swap plus 203. K. Mylan, 22 Alder Grove, Higher Brinksway, Stockport, SK5 0LR.

Issues 183 to date available. SAE to R. Fox, 15 Greenwood Drive, Highams Park, London E.4.

Issues 191 and 202 wanted. £1 each offered. Ian Collier, 90 Southdown Rd., Portslade, Sussex.

Over 100 issues available. SAE to Chris Ripley, 596 Acklam Rd., Acklam, Middlesborough.

Issues 176, 177, 182, 183, 186 and 190-245 available. Offers to F. Moles, 14 Cullen Close, Yateley, Camberly, Surrey.

Issues 150, 151 and 152 wanted. Up to £1 each. D. Fine, 4 Field Avenue, Thorpe Willoughby, Selby, N. Yorks.

Dear Mad,

I've been getting your magazine delivered as your ads suggest. It works very well except that my younger brother gets up earlier than me and gets home from school before I do. Each time the magazine comes the oaf reads it before me and really messes it up—torn pages, drops of food—once he even cut it up! Worst is finding what's left of my fold-ins. He tries to fold it in so much that the line A to B is turned into paper pulp! Is it possible to have the magazine delivered in plain brown paper or with a "Will self destruct if touched by a ten year old" sign on it? I need help!

John Davenport
Wargrave, Berks.

If you're that desperate why not pay for an extra copy for him?

Dear Mad,

Just a few questions about your "Fine examples of total rubbish". On the front cover of 223 Alfred's eyes are green but in all the other issues his eyes are blue.

There are so many sequels about these days, how about a sequel to "Arbor Day"?

Why are you printing my stupid letter?

John of Bury

The answers are: 1. Alfred has off days like everyone else. 2. We'll think about it and 3. We really don't know!

ARE YOU HAPPY NOW?

Dear Mad,

Are hou happy now that MAD is 50p?

Dennis Dougherty
Belfast

No we're not! But as we said in 244, we've had a lot of cost increases since January '81 and we just couldn't hold the price any longer.

A BOOK FULL OF

GAGS!

MAINLY BECAUSE...

WE'RE SICKENED...
by the revolting quality of movies and TV shows!

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over the unsavory political antics in Washington!

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by the stomach-turning tactics of Madison Ave.!

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233 Hart To Hart
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A ROLLING STALLONE GATHERS MORE GROSS III DEPT.

It's been rumored that Sylvester Styrofoam did an enormous amount of research when he was preparing "Rockhead I" and "Rockhead II." It's been said that he learned everything there was to know about boxing. But we doubt it. Because we think he missed a few very important things. Mainly—like how to hang up his gloves...and throw in the towel ...and retire in style while he's still on top. Oh, no, Styrofoam never learned these things...and it's too bad! Because if he had, we're sure he never would have made...

ROCKHEAD III

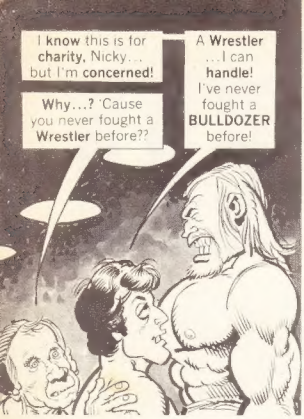
This may be another sequel ...but it looks like the same old Rockhead!
It's not the same old Rock-head! This one has money and fancy clothes and affluence!
It's a brand new Rockhead!!
Rockhead may have affluence, but you can bet he still can't pronounce it!!
It's the same old Rockhead!
Has wealth really affected Rockhead?
Let me put it this way: His robe is Gucci, the water in his pail is Perrier, and his "protective cup" is 14 karat!
Hey!! I've heard of "Golden Gloves" ...but COME ON!!
I'm a big Sylvester Styrofoam fan! I saw "Rockhead I"... and "Rockhead II"! But who wants to sit through "Rockhead III"? It's the same plot, the same music, the same re-hash!!
Would you rather sit through "Paradise Alley", "F.I.S.T." and "Night-Hawks"?!?
I'LL SIT THROUGH THIS RE-HASH!!
I'LL SIT THROUGH THIS RE-HASH!!
PUNK

Hey, what's going on here, Atrium?
It's the opening montage where we capsulize 3 years of story into 2 minutes of film!
Montages ain't my style! I don't like things that are CUT SHORT!!
Then you sure won't like your role in THIS sequel!
This cushy lifestyle is gonna DESTROY Rockhead! He's getting soft!
He's earned his success, Nicky! He's earned the good life! Why, that TV spot with Miss Piggy was adorable!
Miss Piggy?! I TOLD you he was getting soft! Two pictures ago he was punching meat! Now, he's talking to it! I tell ya, some challenger is gonna take him apart!
You CALLED me?!?
What are you doing in this montage?
ANYTHING I WANT TO, you old Honky fool!
I think we got big oroblems!
BLUBBER WANTS BULBOA!

ARTIST: JACK DAVIS WRITER: ARNIE KOGEN

What happened, Bawly? Why'd you go crazy and smash a pinball machine with my picture on it, and get yourself arrested?
I'm jealous! You've changed! You got big bucks and fancy clothes! But I've been the same slob in "Rockhead I" an' "Rockhead II"!
I unnerstan', Bawly! You need respect, right? What you need is a job, right?
Dat's right, Rockhead!!
Well...I'm offering you one right now! You can be a slob again in THIS movie, "Rockhead III"!
I'll take it!

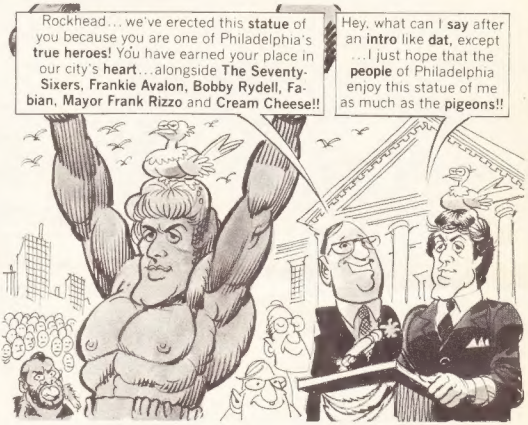
I'M COMIN' AFTER YOU, ROCKHEAD!!
I'M GONNA GRIND YOU UP INTO HAMBURGER!
This guy's a complete change for you, Rockhead! He's "different"!
What's so different...?! He's loud, he's obnoxious ...an' he looks like he could KILL me! ALL my opponents are like that!!
Yeah, but this one's WHITE!
WRESTLING CHAMPION OF THE WORLD


I know this is for charity, Nicky... but I'm concerned!
A Wrestler ...I can handle! I've never fought a BULLDOZER before!
Why...? 'Cause you never fought a Wrestler before??

Hey, what's this charity FOR, anyway?
"The Society For The Preservation Of Handicapped And Maimed Italian Boxers"!
Gee ...I never heard of them!

You WILL! When I get through with you, you may be their POSTER BOY!
THUD!

What an amazing comeback! After being clobbered for the entire fight, he WINS!!
I don't think that there's anyone in the world Rockhead can't beat!!
Oh, No?!? Just wait another page or so!
I'm talking about THIS world!!


Rockhead... we've erected this statue of you because you are one of Philadelphia's true heroes! You have earned your place in our city's heart...alongside The Seventy-Sixers, Frankie Avalon, Bobby Rydell, Fabian, Mayor Frank Rizzo and Cream Cheese!!
Hey, what can I say after an intro like dat, except ...I just hope that the people of Philadelphia enjoy this statue of me as much as the pigeons!!

But to get serious ...I'm proud that Philadelphia took me into its heart! I'm proud that the people of this fair city are calling me their favorite son!
"FAVORITE SON... ?!?" Why don't you let somebody FINISH that sentence?!?
Who are you??
I'm BLUBBER LANG! I'm the meanest, surliest, most incredibly evil "heavy" since Adolph Hitler! I'm also one helluva racial stereotype! I tell you, I am one BA-AD Dude! I make Appalling Greed look like Richard Simmons!!

I'M THE BEST!! Why are you ducking me, Bulboa?!
We're NOT ducking you, are we, Nicky?!
We're gonna duck him!!
I wanna fight you!!
Okay with me! I'll fight you, Blubber, any time, any place!
We won't fight him!!

HONK!!
HONK!
HONK!!
RIIIING
RRIIIING
RINGGG
HONK!
HONK!!
HONK!!!
HONK!
MOVIES

So **there** you **are!!** You **got** my **answer!!**

Yeah... a **definite MAYBE!!**

Why won't you let me **fight** that creep?!?

Gone SOFT...?!? I've defended my title **ten times!!!**

Hmmm! So **that** explains the match against a **55-year-old gay amputee!!** Come to **think** of it... **she almost WON!!**

'Cause he'll **KILL ya,** Rockhead! You've **gone soft!!**

I been **protectin'** ya! Those **opponents** were **hand-picked** so you could **win!!**

Okay, Rock. I'll **train** you to fight Blubber—under **ONE condition!!**

That you **take** this training **SERIOUSLY!!**

Great! What is it?

You **got it!!**

PITT UTICA REPAIR

THIS is a **TRAINING CAMP...?!? Who's** he **fighting??**

From the **looks** of it...either **Barry Manilow, Liberace,** or **Steve and Eydie!**

Somehow, I DON'T think this is **working out!**

This is **fifteen rounds**... for the **Heavyweight Championship of the World!** From the **south side** of Philadelphia... the **Italian Scallion, Rockhead Bulboa!** And his **opponent** ...from the **far side** of **Mars**... the **snarling villain, Blubber Lang!**

If this kind of **POSING** keeps up, I want my **next** match to be with **Dolly Parton!!**

According to the rules of **all fight pictures,** would you now exchange **threatening pre-fight glares** and **insulting remarks?**

EXIT

You're **dead meat!!**

When I get **through** with you, the **ZOO** would **reject** you for **"Animal Food"!!**

Oh, **yeah?!**

Says who...!?

Well, folks... **Blubber** is the **winner** of the **"Verbal Confrontation"** by a **TKO** ..."**Taunting Kinky One-Liners**"! Now let's see the **"Physical Confrontation"!**

Well, folks... looks like **Blubber** is on a **ROLL!!**

THUD

I'm **sorry** I couldn't be **out** there **WITH** you, Rock... but I had one of those **pesky Hollywood heart attacks!**

Yeah, I **know,** Nicky!

Did you **whip him,** Kid?

In a **manner** of **speaking!**

What in heck does **THAT** mean?!?

I **pun-ished** his **hand severely!**

How'd you do **that?**

By **slamming** my **JAW** against it... **over** an' **over** an' **over again!!**

This is **it,** Kid! I'm **dyin'!** I'm **goin' down** for the **count!** I'm off to **Boxing Heaven** ...where the **punchin' bags** are **gold** an' the **ring ropes** are **gossamer** an' the **harps** are playin' **"The Gillette Cavalcade Of Sports Theme"!** I'm gonna see **The Great John L.** an' **Gentleman Jim** an' **Dempsey** an' **The Brown Bomber** an' **Marciano** an' **Bulboa!**

Yeah!! **Right now!!** But you got a **RE-MATCH** with **Blubber Lang!** So, I'll be **expectin'** ya up there in a **few months!**

BULBOA!?! That's **ME!!** I'm **still alive!!**

gasp... croak!

I **don't believe it! Nicky**... the crusty old **Irish Trainer** ...was **JEWISH?!?**

Sure, it makes **no sense!** But when a film series is **this popular,** you can get away with **ANYTHING!**

Ssssh! Here comes **Rabbi O'Hoolahan** ...played by **Peter O'Toole!**

Hello, Rockhead!

Appalling Greed!! What are **you** doing here?

I came to **save** your **butt!**

With the **fight?**

With the **SCRIPT!!** I'm the **"Key Plot Twist"!** I'm gonna **help** you **TRAIN!!**

You?! Help **me?!** But **that's** like **Toyota** helping **Ford!!**

Yeah! And in **THIS** case, **YOU'RE** the **"EDSEL"!**

Here's the plan! In **this** film, **I'm** the **GOOD GUY** to **offset** the **negative racial stereotype** of **Blubber!** That way, we'll get the **BLACKS** rooting for us! We've **already got** the **ITALIAN** and **JEWISH audience!** We'll appeal to **EVERY ethnic group!** We'll have the **whole world** cheering for us... except for **huge guys** with feather earrings and **Mohawk haircuts!!**

Okay, I **love** the **BOX OFFICE plan!** Now, **what's** the **BOXING plan...?**

You gotta become a **mean fighting machine** again! **I'm** gonna show you **"moves"** like you **never saw** before!

And **here's** the **first** one...! We're **training** in a gym **3000 miles away!!**

BEKINS MOVING VAN

CINEMA

Skid Row... in Los Angeles?! Why HERE?!?

This is **my home town!** I started here! I **got tough** here! So, for **your comeback, you've** gotta start **here** at the **bottom, too!**

That's gonna be **difficult!**

Nahh! That's gonna be the **easy** part!!

Making you **BLACK** is gonna be the **hard** part!

BOCKSIN JIM

BERK

You've lost your **"edge,"** Rockhead! You gotta get **HUNGRY** again! You've gotta get **MEAN!** You gotta get **"THE SNARL OF THE TIGER"!**

See **those guys? THEY'VE** all got **"The Snarl Of The Tiger"!!**

Is **that** why they all look so **angry... ??**

No... they're **angry** because every single one of them wanted **Blubber Lang's part** in this movie, and they **didn't get it!!**

KILL KILL

Does it make you **uncomfortable** to be the **only White man** in the gym?

Yeah... a **little!**

Now you know what **I** feel like when I go to a **Hockey Game!!**

I'm **sure glad** we moved **out** of that **hot, sweaty gym!**

Yeah... straight onto a **hot, sweaty BEACH!**

Don't you think they're **OVERDOING** that **"Slow Motion Photography"?!?**

That ain't **slow motion!** That's **Rockhead running at his FULL SPEED!!**

Faster, Rockhead! **FASTER!** Good Lord, you're **pathetic!**

Hey, wha'd you **clock me at,** Bawly?

Nine, two!

Nine point two?! Gee, that **ain't BAD** for 100 yards!

That's the **DATE!!** You **LEFT** on **September second!**

What's WRONG, Rock-head?? Let's **talk** about it...!

I dunno, Atrium! I guess I just **don't** wanna **lose** what I've **got!**

But... what you **have**... you **had** for **so long!!**

Yeah... but then **Nicky died,** and I **got scared!**

You have to **trust** what's **inside you!**

I—I **can't** I **LOST** what's inside me!

When?!?

During LUNCH!! I'm **still** not used to this **"SOUL FOOD"!**

WIN ROCK WIN

Okay... let's **break it up!!** I'm **STOPPING THIS BOUT RIGHT NOW!!**

Look... !! The **Ref stepped in** and **stopped** the **dialogue!**

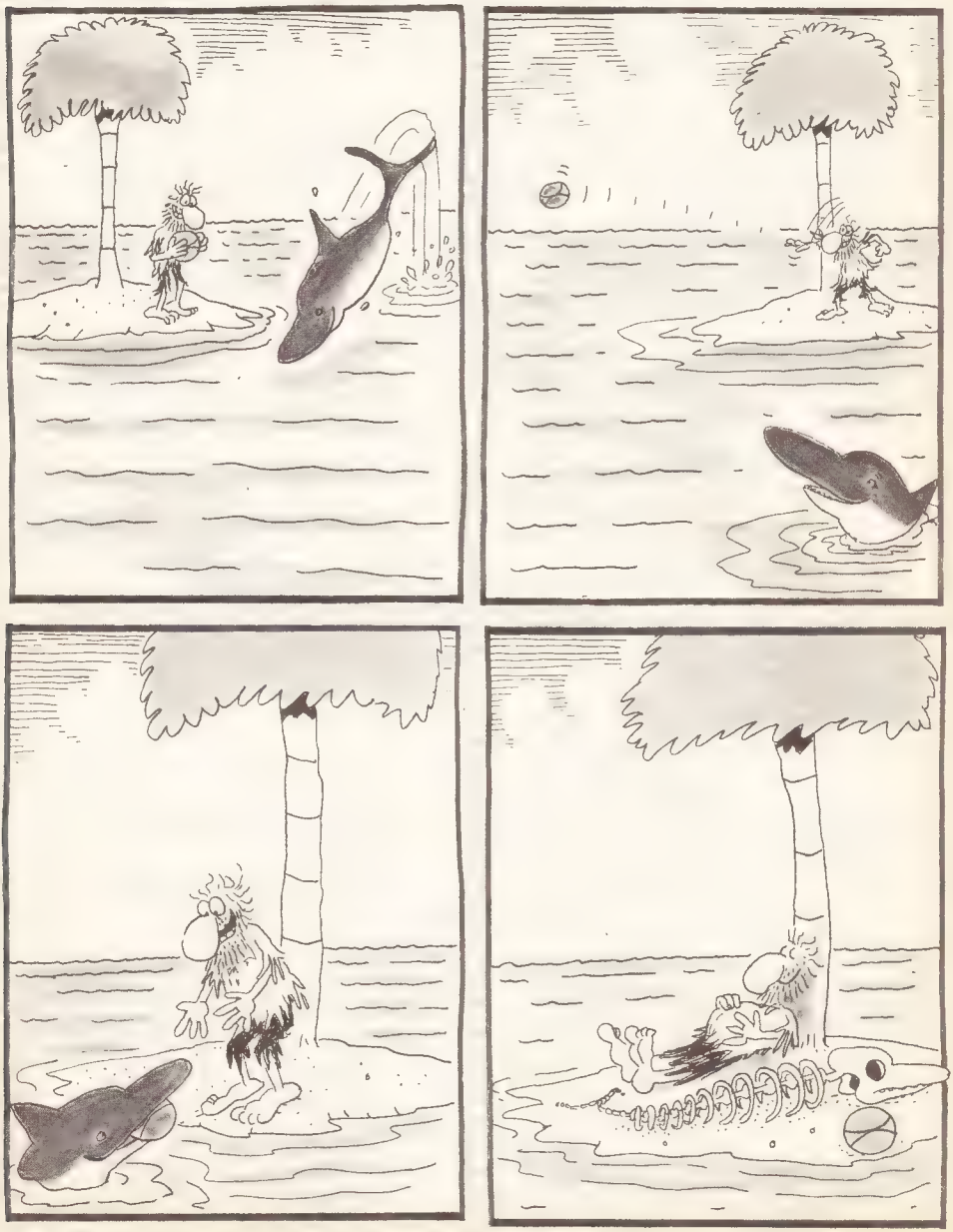
It's **about time, too!** It was getting **really brutal!**

Yeah! Those **old cliches** were being **beaten** to a **pulp!!**

Well, you've finally shaped up, Rockhead! I've taught you all the tricks I know: speed, flexibility, agility, aggression, power and sadism!
Now, before your fight with Blubber, there's one more trait I want to pass on to you!
What's that.. ??
Incredibly bad taste in boxing attire!!- Here are my OLD TRUNKS!
Well, folks.. the big story here is NOT just another Heavyweight Championship! It's the DRAMA behind it! Let's review...
Rockhead, the former Champ, is now the CHALLENGER! Appalling Creed, the former Bad Guy, is now the GOOD GUY!
Blubber is now the BAD GUY! Bawly is still the SLOB!
And Atrium has just made her 23rd change of outfits in this movie!
Now let's go up to the ring for the fight... and the taunts!!
I'm gonna bust you up so bad, Honky, you're gonna end up in the "Intravenous Hall of Fame"!
Words don't bother ME, Blubber
ROUND 1
BEEP!
I'm gonna make your stupid face look like an explosion in a pizza factory!!
Keep talkin'! Nothin' you say bothers me, Blubber!!
ROUND 2
BLOP!
BLUBB
This sequel SUCKS! Your characters are shallow, your direction is weak, and your script lacks the emotion, excitement and joy of the other two!
I'LL KILL him! I'LL MURDER him!!
3
BLAM!
Well, he did what he HAD to DO!!
He keeps MILKING that one character TO DEATH!!
Isn't the movie public FED UP with sequels?
Yeah!! ENOUGH, already!!
Yep! He left himself open for ANOTHER SEQUEL!
WHY does he DO it?
The SAME reason we ALL do it!!
BLUBBER
MONEY !!

PORPOISE DELECTI DEPT.

A DESERT ISLAND GAME PLAN



ARTIST & WRITER: DON EDWING

PUTTING "HAH" ON YOUR CHEST DEPT.

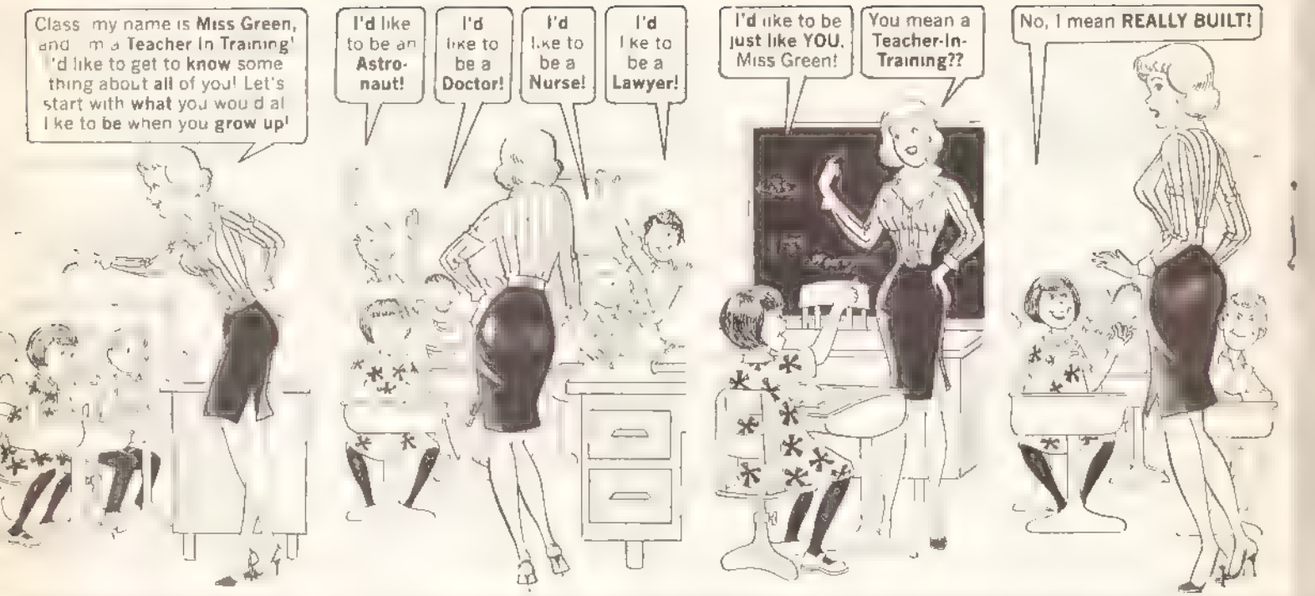
One of the most popular fashion phenomena among young people these days is the T-shirt with a message. You've seen them (and probably wear them). They've got messages like "Property of Alcatraz," "Kiss Me, I'm Italian," "My Folks Visited Las Vegas And All I Got Was This Lousy T-Shirt," and so on. Well, we think that instead of sporting clever but rather impersonal machine-made comments, people should reveal their true thoughts about themselves and their shirts with these

T-SHIRTS WITH MESSAGES WE'D LIKE TO SEE

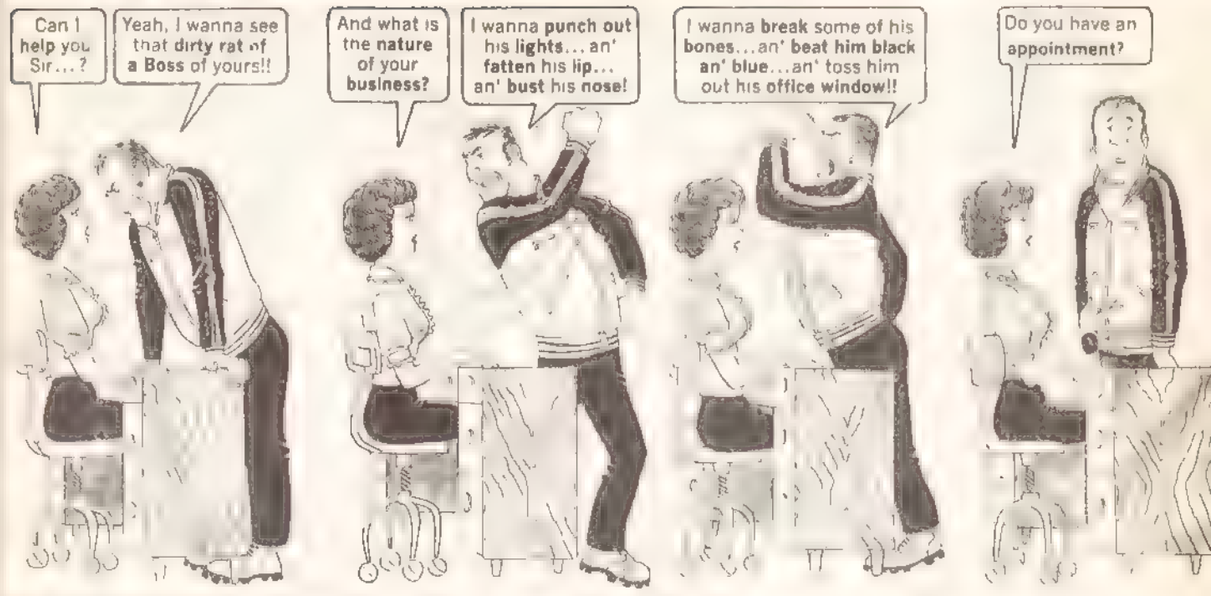
ARTIST: GEORGE WOODBRIDGE WRITER: LARRY SIEGEL

I WEAR T-SHIRTS WITH MESSAGES BECAUSE I CAN'T COMMUNICATE VERBALLY
I'M PRETENDING TO BE CULTURED, BUT I REALLY DIG BARRY MANILOW
I'M GONNA GET MY SIX BUCKS WORTH OUT OF THIS SHIRT IF IT KILLS ME
I ♡ NY IF I DIDN'T HAVE TO LIVE HERE
SEE? YOU'RE NEVER TOO OLD TO WALK AROUND LOOKING LIKE AN IDIOT
THIS WARM, PERSONAL MESSAGE WAS WRITTEN JUST FOR ME BY A T-SHIRT FACTORY WORKER IN TAIWAN
I ADMIT THIS IS A DULL MESSAGE FOR A T-SHIRT, BUT IT'S STILL NOT AS BORING AS ONE OF THOSE DUMB ALLIGATORS
adidas
MEET A SCHMUCK WHO GIVES FREE ADS TO MULTI-MILLION DOLLAR COMPANIES
THIS T-SHIRT IS WASHABLE.. BUT GOD KNOWS WHEN I'LL PROVE IT
IF YOU'RE LOOKING AT THIS MESSAGE... YOU'VE GOT PROBLEMS!
I'D FEEL LESS RIDICULOUS WEARING THIS T-SHIRT IF BATHROOM WALLS DIDN'T HAVE MESSAGES, TOO
I GET TURNED ON BY DEAD CELEBRITIES
DOG

SCHOOL


Class my name is Miss Green, and m a Teacher In Training! I'd like to get to know some thing about all of you! Let's start with what you wou d al I ke to be when you grow up!
I'd like to be an Astro-naut!
I'd like to be a Doctor!
I'd like to be a Nurse!
I'd like to be a Lawyer!
I'd like to be just like YOU, Miss Green!
You mean a Teacher-In-Training??
No, I mean REALLY BUILT!

BUSINESS

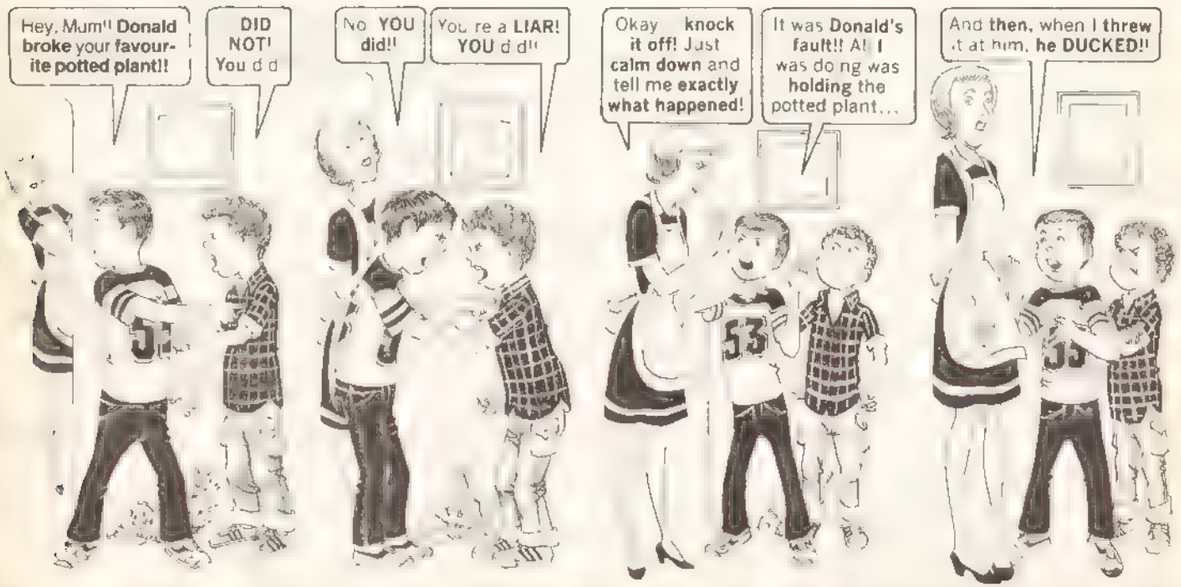

Can I help you Sir...?
Yeah, I wanna see that dirty rat of a Boss of yours!!
And what is the nature of your business?
I wanna punch out his lights... an' fatten his lip... an' bust his nose!
I wanna break some of his bones... an' beat him black an' blue... an' toss him out his office window!!
Do you have an appointment?

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

ARTIST & WRITER
DAVE BERG

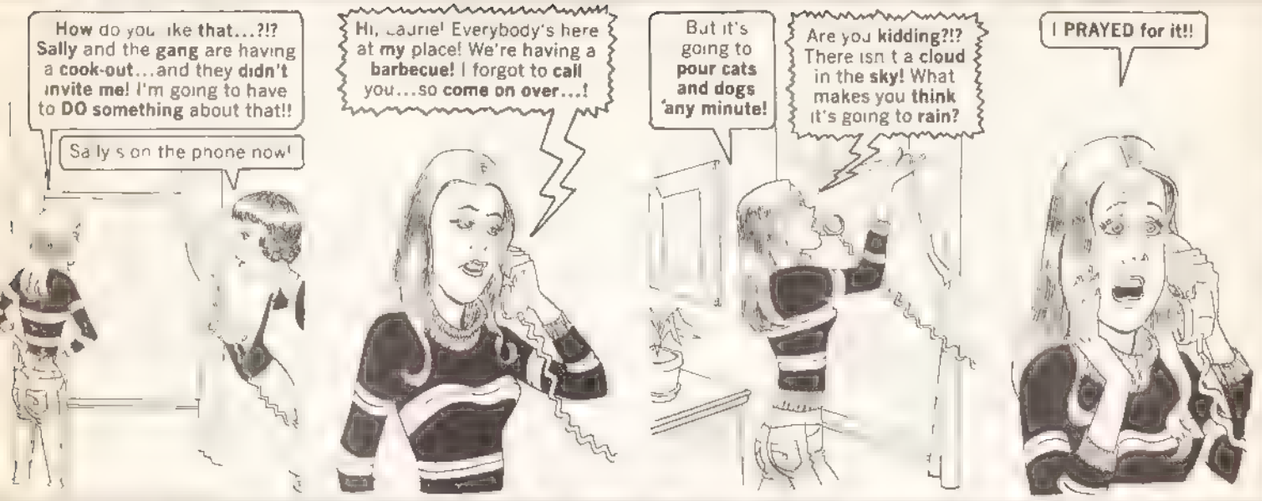
BLAME


Hey, Mum!! Donald broke your favour-ite potted plant!!
DID NOT! You d d
No YOU did!!
You re a LIAR! YOU d d!!
Okay knock it off! Just calm down and tell me exactly what happened!
It was Donald's fault!! Al I was do ng was holding the potted plant...
And then, when I threw it at him, he DUCKED!!

WEDDINGS

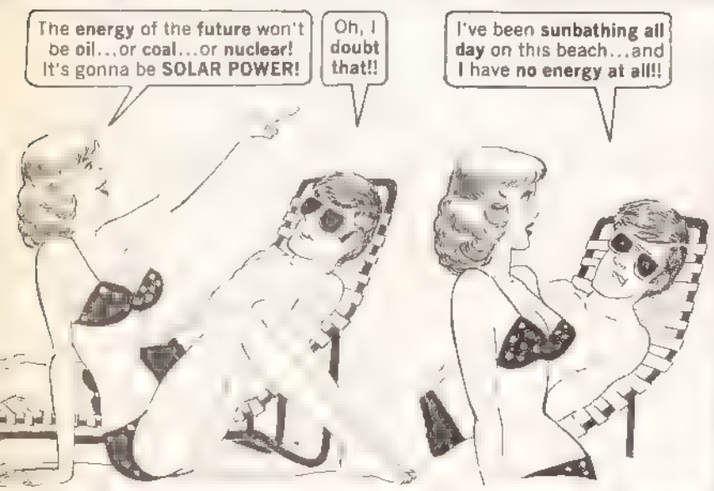
What God has joined together, et no man put asunder! now pronounce you man and wife!
What are you crying about?
Because it s so beauti-ful! It's like a story-book romance, where the Prince and the Princess live happily ever after!
Th s is an extra special marriage!
What's so extra-special about this marriage??
It s their FIRST!!

INVITATIONS

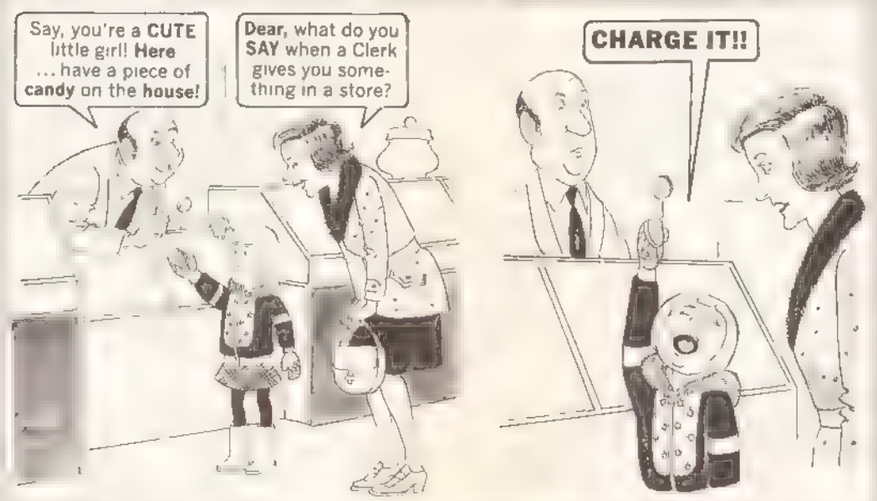

How do you like that...?!? Sally and the gang are having a cook-out...and they didn't invite me! I'm going to have to DO something about that!!
Sally's on the phone now!
Hi, Laurie! Everybody's here at my place! We're having a barbecue! I forgot to call you...so come on over...!
But it's going to pour cats and dogs any minute!
Are you kidding?!? There isn't a cloud in the sky! What makes you think it's going to rain?
I PRAYED for it!!

THE FUTURE

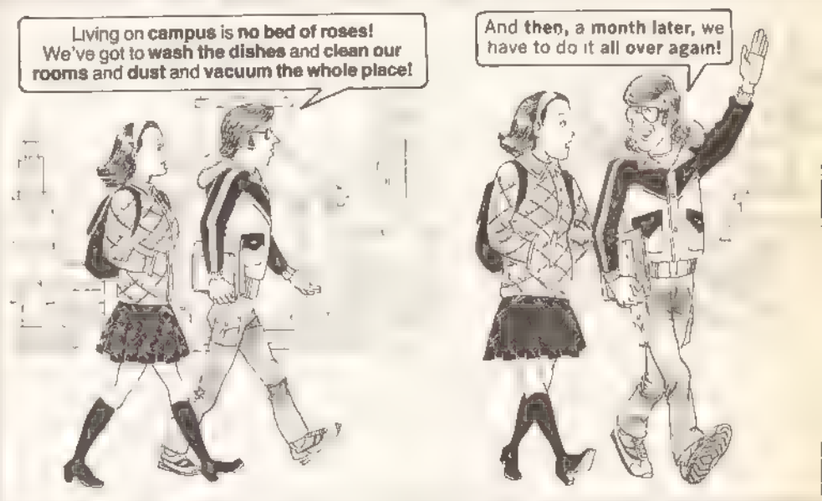
POWER


The energy of the future won't be oil...or coal...or nuclear! It's gonna be SOLAR POWER!
Oh, I doubt that!!
I've been sunbathing all day on this beach...and I have no energy at all!!

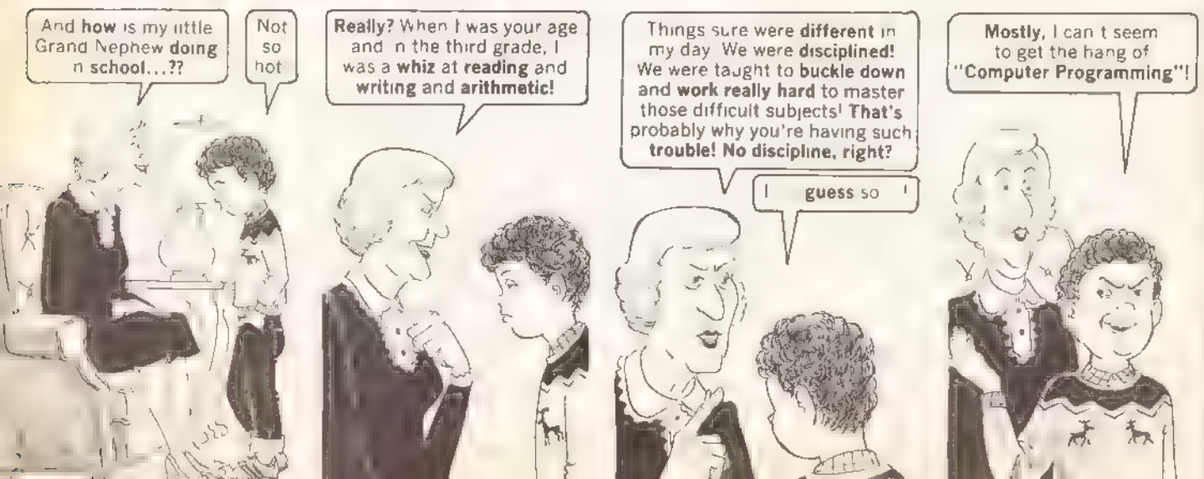
ETIQUETTE


Say, you're a CUTE little girl! Here ...have a piece of candy on the house!
Dear, what do you SAY when a Clerk gives you something in a store?
CHARGE IT!!

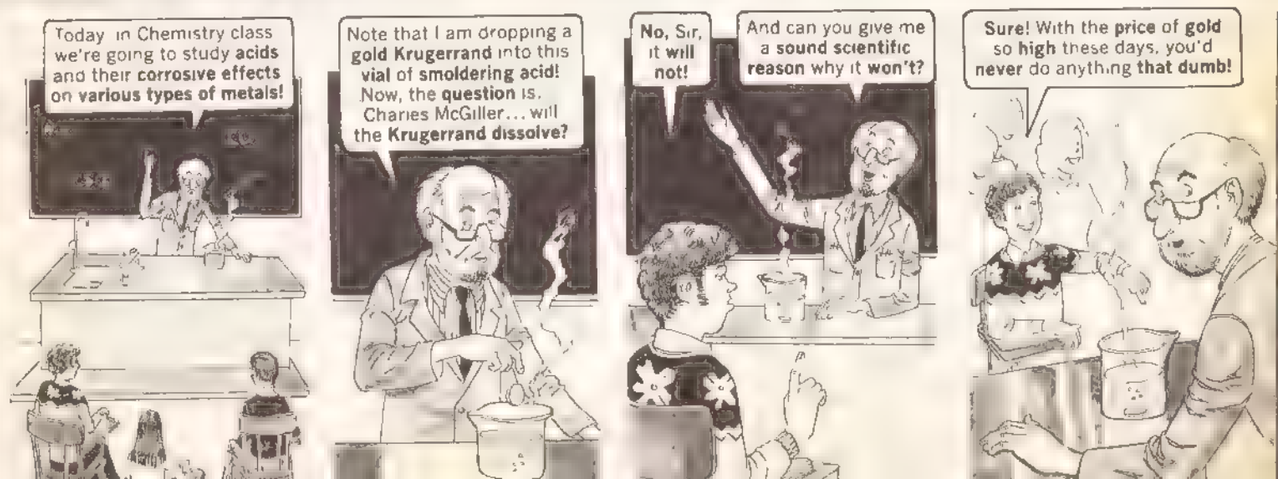
COLLEGE


Living on campus is no bed of roses! We've got to wash the dishes and clean our rooms and dust and vacuum the whole place!
And then, a month later, we have to do it all over again!

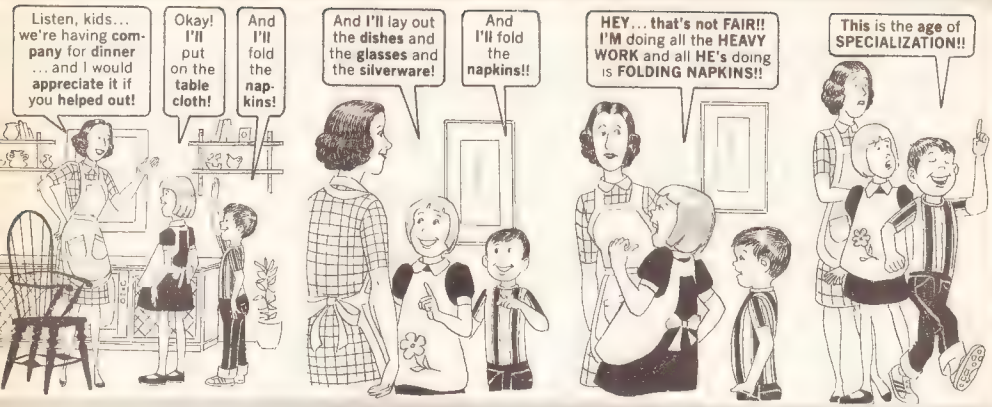
MODERN EDUCATION


And how is my little Grand Nephew doing in school...??
Not so hot
Really? When I was your age and in the third grade, I was a whiz at reading and writing and arithmetic!
Things sure were different in my day. We were disciplined! We were taught to buckle down and work really hard to master those difficult subjects! That's probably why you're having such trouble! No discipline, right?
I guess so
Mostly, I can't seem to get the hang of "Computer Programming"!

EXPERIMENTS


Today in Chemistry class we're going to study acids and their corrosive effects on various types of metals!
Note that I am dropping a gold Krugerrand into this vial of smoldering acid! Now, the question is, Charles McGiller... will the Krugerrand dissolve?
No, Sir, it will not!
And can you give me a sound scientific reason why it won't?
Sure! With the price of gold so high these days, you'd never do anything that dumb!

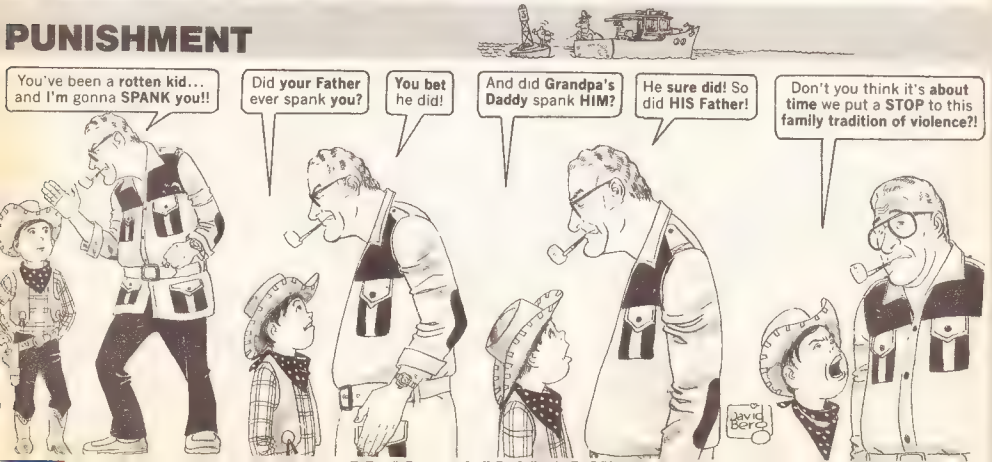
CHORES


Listen, kids... we're having company for dinner ... and I would appreciate it if you helped out!
Okay! I'll put on the table cloth!
And I'll fold the napkins!
And I'll lay out the dishes and the glasses and the silverware!
And I'll fold the napkins!!
HEY... that's not FAIR!! I'M doing all the HEAVY WORK and all HE's doing is FOLDING NAPKINS!!
This is the age of SPECIALIZATION!!

MAKING OUT

Wow! That was terrific!
Am I the first guy you ever made out with?
Of course you are!!
I don't know WHY you guys all ask the SAME QUESTION!

PUNISHMENT


You've been a rotten kid... and I'm gonna SPANK you!!
Did your Father ever spank you?
You bet he did!
And did Grandpa's Daddy spank HIM?
He sure did! So did HIS Father!
Don't you think it's about time we put a STOP to this family tradition of violence?!
David Berg

NOTHING PERSONNEL DEPT.

HELP WANTED ADS WE NEVER GET TO SEE

(Or "Where Do They Get These People?!")

WRITER: MIKE SNIDER

ATTENTION

The Football Association needs more

OBNOXIOUS FANS

for the 1983 season

Turn your favourite leisure time activity into a lucrative part-time job.

Our abnoxious fans are responsible for maintaining that unique anti-social ambience that regular soccer fans have come to depend upon as part of the football experience.

Duties will include: pushing and shoving, screaming and cursing, and randomly pelting other fans with food, drink and other objects of some a disgusting nature.

MUST have extensive repertory of offensive bodily noises and odours.

CONTACT: The Football Ass.
London

Dull job? No future? Step into a spiritually-rewarding career as an...

airport religious fanatic

Yes, after our two-month indoctrination training program—where all of your needs are taken care of—you can be out in the hustle-and-bustle world of the inter-city traveler. We will teach you the ancient mysteries of glassy-eyed button-holing, soft voiced solicitation of funds, inspired book salesmanship and inner peace

Why settle for just a career, when you can make plans for your eternal life by sending your name, address, bank account number and balance to:

THE REVEREND SOME YOUNG LOON
c/o The Edification Church

NO EXPERIENCE NECESSARY

You can make £4.75 an hour or more . . . removing the colour supplement section from our Sunday Edition.

APPLY: The Sunday Times Circulation Dept. London.

Your City Is Now Taking Applications For

STREET PEOPLE

Current Needs Are:

7 Shopping Bag Ladies
6 Smelly Panhandlers
4 One-Man Bands
3 Part-Time Schizophrenics
2 Demented Ravers
1 Temporary Doomsayer

Annoying personality, poor hygiene and mental illness is no barrier. We are an Equal Opportunity Employer.

APPLY IN PERSON ONLY
COUNTY HALL

TOXIC WASTE DUMPERS

We are a large Multi-National Chemical Corporation trying to improve our public image. Our Public Relations specialists have told us that people are less-likely to be taken in by our multi-million pound media campaigns if they know that we are dumping tons of vile and hazardous sludge near unsuspecting residential areas.

That's where you come in!

We are prepared to pay Big Money (in small notes, through an anonymous intermediary) to people who will get rid of this muck without anyone finding out about it.

The job entails a lot of night hours, secrecy and working without supervision.

TO APPLY: Simply tape your application to the bottom of the postbox at the corner of the High St. We'll get back to you.

Mallencracked Chemical Corporation 797 High Street, London S.W.1

Tak... ver if
YOU... ...e a...

M... JCRAT

1. ...re than just wheel?
2. ...k at a job where initiative?
3. ...rking with people?
4. ... to think things out ...
5. ...ognize that sometimes ... are exceptions to a rule?

IF you have honestly answered "NO!" to all five questions above, then...
YOU'RE HIRED!!

Report Monday 8 A.M. (or whatever) to:

THE DEPARTMENT FOR THE REGULATION OF INTERDEPARTMENTAL REGULATIONS

WANTED

THREE LAZY MEN

...to sit around my Appliance Repair Shop during peak hours, doing nothing.

(CALL BUD 123 7830)

For years, our TV Sportscasters have been islands of civility in a sea of obnoxiousness offered by the newspapers. And for years, we've gone along with it. Well, enough is enough! We're getting ourselves an . . .

IRRITATING SPORTSCASTER

The person we're looking for must be snide, peevish, nit-picking and egotistical. He must think he knows more than all the players and coaches in all the sports, and must not be afraid to say so! Vocal presence must be nasal and grating! Distracting speech impediment is a PLUS! Must be able to make a minor sports controversy sound like world war III!

In short, we're looking for someone that most people would stand in the aisle of a bus far from, rather than sit next to!

CONTACT: BOX 999
London W.1.

Job Security **without** Accountability??
Impossible, you say?? Not if you're an

UNIDENTIFIED SOURCE FOR THE GOVERNMENT

You'll be privy to sensitive information about the Government foul-ups; you'll play an active role in cabinet-level back-biting and power struggles, you'll be a close observer of political graft and corruption and you'll have the entire Westminster Press Corps hanging on your every word as you spill the beans about it all.

APPLY:
OFFICE OF UNOFFICIAL INFORMATION
London, S.W.1.

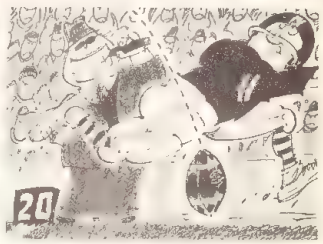
BOOMERANGLES DEPT.

"Catch 22" was a best-selling book that later was made into a successful movie. In case you didn't read the book or see the movie, it was about an Air Force bombardier who doesn't want to fly any more dangerous missions. Since there's an Air Force regulation which states that if you're insane, you can't fly, our hero tells his shrink that he's crazy and therefore, according to regulations, he doesn't have to fly. But there's a catch — Catch-22 — which states that if you don't want to fly dangerous missions, it proves you're sane — and therefore you have to keep flying! Ridiculous, huh? Well, how about this second collection of

MAD'S REAL LIFE "CATCH 22'S"

ARTIST PAUL COKER
WRITER LOU SILVERSTONE

You've had season tickets for your team for years, and they always lose, but you're afraid of giving up those season tickets because the team might start to win so you keep on going to the crummy games year after year .

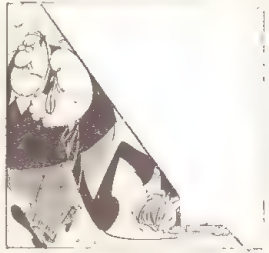


. . . but since the stadium is sold out year after year, the owner doesn't have to do anything to improve the team!

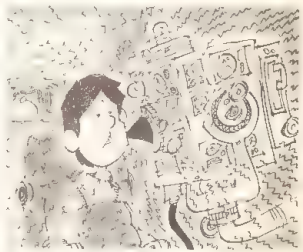
If you can only get your very own pad, you'll finally be free to do whatever you want without having to ask your parents' permission . . .

. . . but you'll be so busy doing the things your parents did for you, like cooking and cleaning and laundry, etc, that you won't have time to do whatever it was you wanted to do!

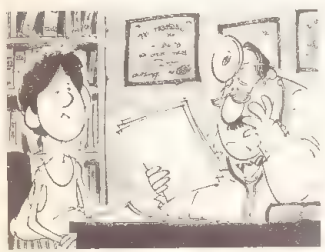
You cannot date unless the guy comes to the house so your Father can meet him . . .



. . . but if he ever meets your date he'll never let you go out with him!



The only way a dentist can find hidden cavities is if he X-rays your teeth . . .



. . . but what you can get from X-rays is a helluva lot worse than a cavity!

If you don't give the school bully your lunch money, he'll kill you . .

. . . but if you do give him your lunch money, you're gonna starve to death!

The Law says that when you reach the age of 18, you can get your driver's licence . . .

. . . but if you drive the family car, his insurance rates will triple, so your Old Man says, "Forget it—until you're 25!"

Your parents, the government and nutrition experts tell you that you're ruining your health by eating junk food . . .

. . . but if you give up junk food, your health will be totalled by starvation, because that's the only food you like!

If you don't study for exams, you'll flunk and have to spend another year in school—which is unthinkable . .

. . . but if you do study and graduate, then you'll have to go out and find a job—which is even more unthinkable!

CAMPAINS-IN-THE-NECK DEPT.

Every now and again droves of candidates running for office promise almost anything that might get them elected. Unfortunately, in their desperation, these politicians fly off in all directions because they really don't know what will make them victorious on Election Day. But MAD, the magazine of the people, knows! We can virtually guarantee victory to any candidate who has the courage to step forward during his campaign and tell the world . . .

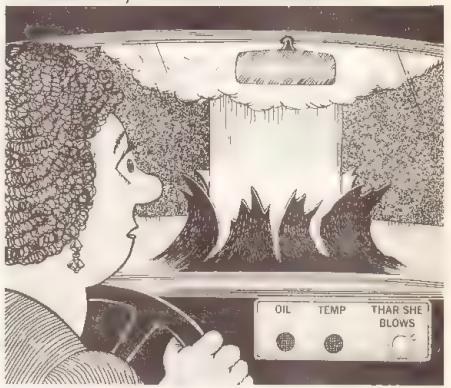
"IF ELECTED, I SOLEMNLY PROMISE..."

ARTIST AL JAFFEE WRITER: TOM KOCH

IF ELECTED, I SOLEMNLY PROMISE...

...to publicly execute thoughtless clods who let their unattended shopping carts roll across supermarket parking lots and dent the fenders of innocent people's automobiles.

IF ELECTED, I SOLEMNLY PROMISE...



...to require auto manufacturers to install temperature warning lights that do more than tell you your radiator has already boiled over and it's too late to do anything.

IF ELECTED, I SOLEMNLY PROMISE...

. . . to reserve the Scrubs for the incarceration of anyone caught operating a lowered lawn mower in a residential area before 10 A.M. on Sunday morning.

IF ELECTED, I SOLEMNLY PROMISE...

. . . to let Chelsea Football Club play in the Football League Division One just once before the end of the century for which game free tickets will be given out.

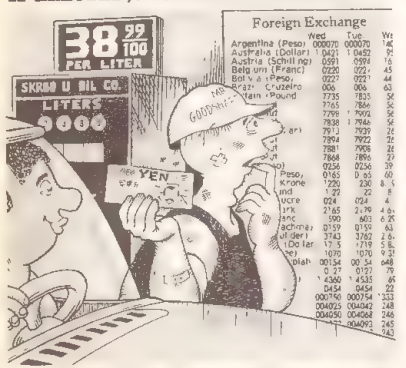
IF ELECTED, I SOLEMNLY PROMISE...

...to appropriate money for the relief of those poor unfortunates in TV commercials who suffer from occasional irregularity.

IF ELECTED, I SOLEMNLY PROMISE...

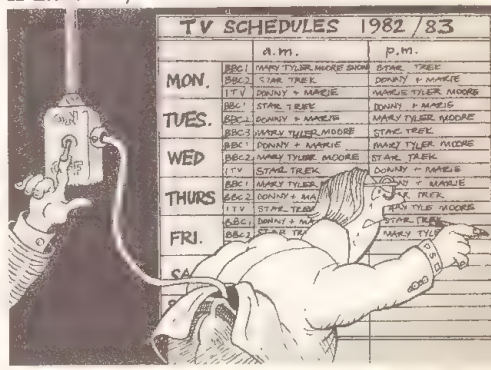
...to require the Television Networks to hire competent women reporters, even if they're ugly.

IF ELECTED, I SOLEMNLY PROMISE...



. . . to require service stations that sell petrol by the "litre" to accept payments in francs or pesos or whatever so everybody will be confused equally.

IF ELECTED, I SOLEMNLY PROMISE...

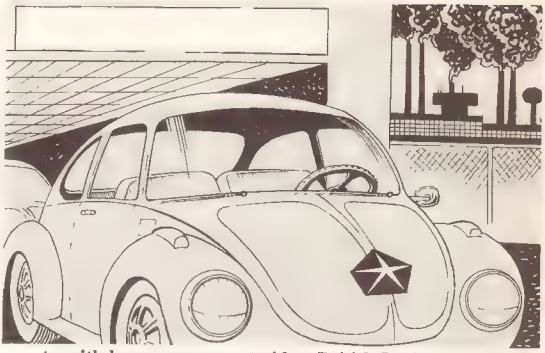


. . . to force the TV Networks to re-run "Star Trek," The Mary Tyler Moore Show" and "Donnie & Marie" every night until they come up with something that's almost as good.

IF ELECTED, I SOLEMNLY PROMISE...

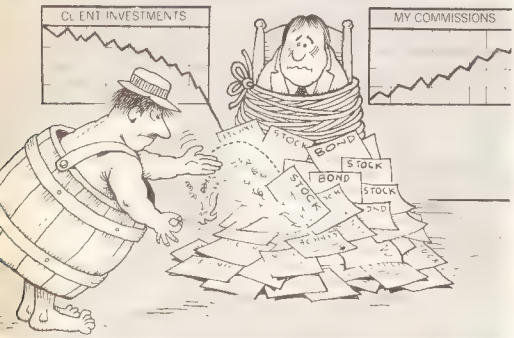
...to require anyone who says, "Have a nice day!" to offer at least one workable suggestion how to do so.

IF ELECTED, I SOLEMNLY PROMISE...



. . . to withdraw government aid to British Leyland till they agree to re-tool and start making those great old VW Beetles.

IF ELECTED, I SOLEMNLY PROMISE...

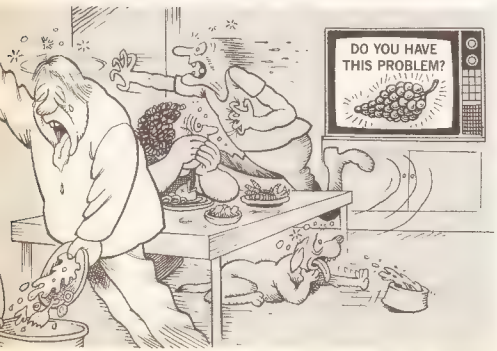


...to require stock market experts to explain why they were not wiped out following their own advice like everyone else.

IF ELECTED, I SOLEMNLY PROMISE...

...to round up all the newsboys who throw our papers in the shrubbery, and throw them all in the shrubbery.

IF ELECTED, I SOLEMNLY PROMISE...

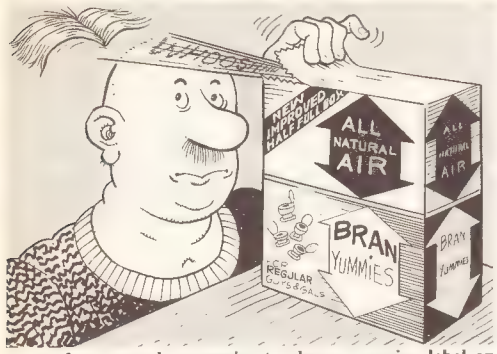


...to revoke the license of any TV station that makes us watch hemorrhoid treatment commercials during dinner.

IF ELECTED, I SOLEMNLY PROMISE...

. . . to publicly flog anyone who holds up an entire supermarket queue to write a cheque for a purchase under £3.00.

IF ELECTED, I SOLEMNLY PROMISE...



...to force cereal companies to place a warning label on each package that announces: "This box is only half full"!

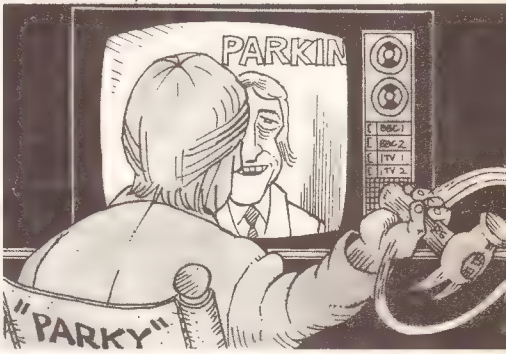
IF ELECTED, I SOLEMNLY PROMISE...

...to give every tennis lover and sports enthusiast an opportunity to kick John McEnroe in the seat of his pants.

IF ELECTED, I SOLEMNLY PROMISE...

...to take any vandals who are caught defacing property to an open field and spray-paint graffiti all over them.

IF ELECTED, I SOLEMNLY PROMISE...

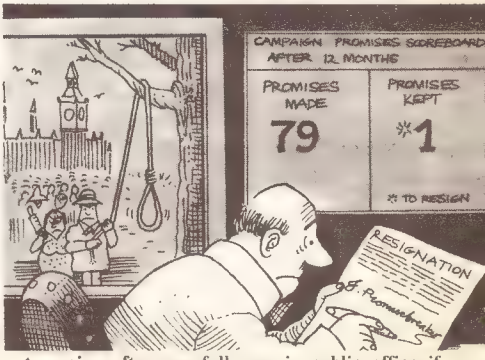


... to force Parkinson to watch his own TV show so he can see exactly what's so embarrassing to the rest of us.

IF ELECTED, I SOLEMNLY PROMISE...

...to keep shooting J.R. until he goes down and stays down.

IF ELECTED, I SOLEMNLY PROMISE...



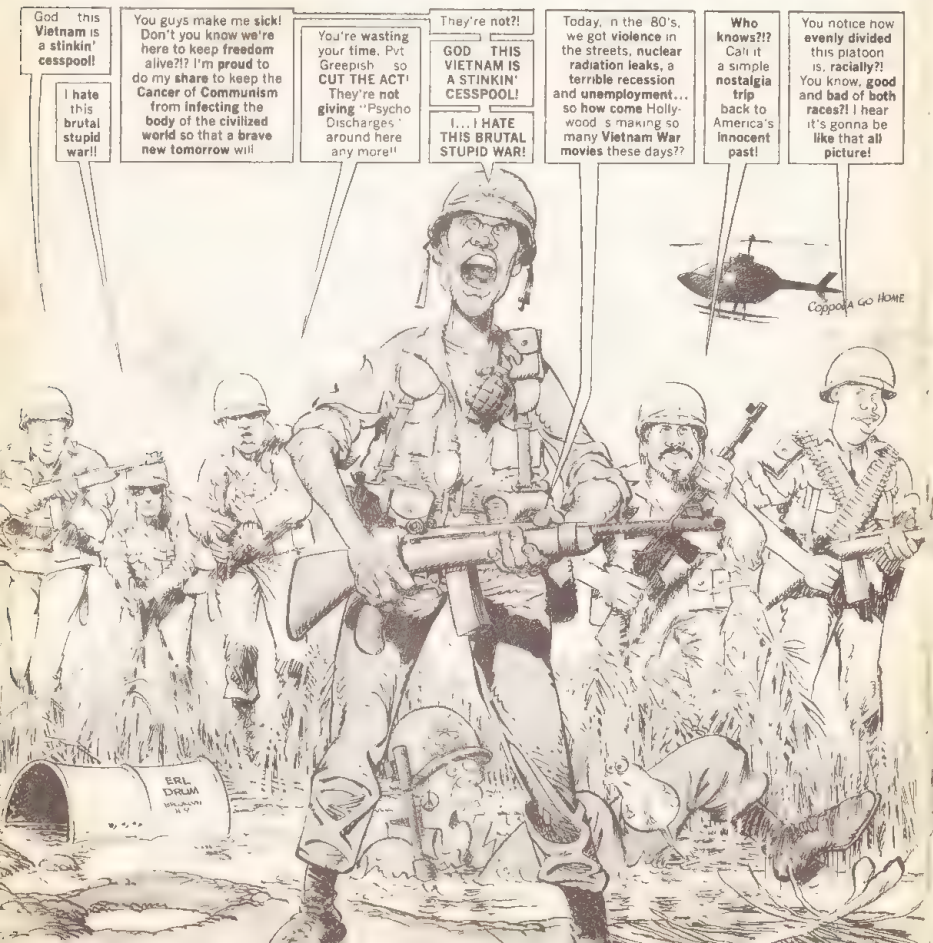
...to resign after one full year in public office if I have not kept at least 75% of my campaign promises.

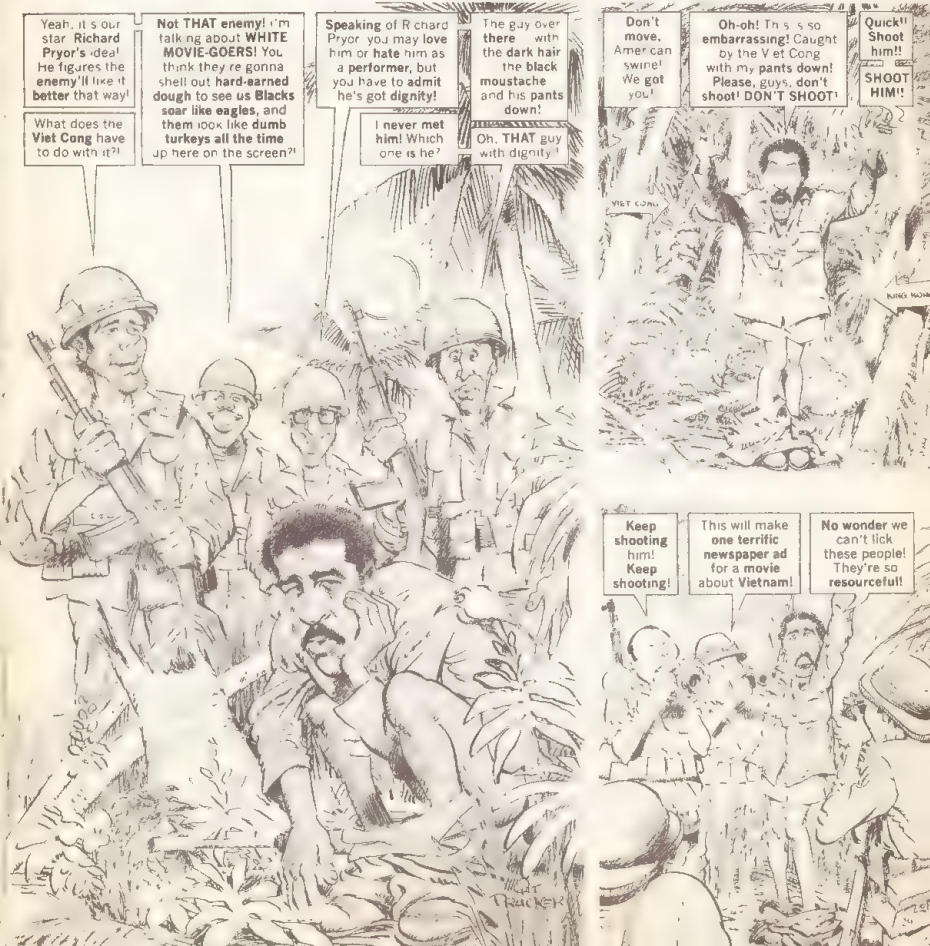
WE'RE RUNNING THIS MOVIE SATIRE--EVEN THOUGH THE MOVIE BOMBED OUT AND QUICKLY DISAPPEARED--BECAUSE WE HAD A PRYOR COMMITMENT DEPT.

We always thought a "hero" was someone honest and decent who performed acts of courage and never cursed or lied or stole. Shows you how much we know! Because Hollywood recently made a movie about a guy who curses, lies, steals and hangs out with a high-priced hooker. What kind of hero is that? We thought he was a

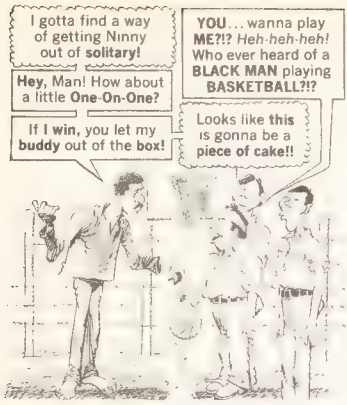
Dumb Kind of Hero

ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL

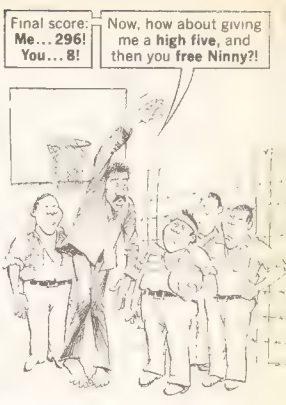

God this Vietnam is a stinkin' cesspool!
I hate this brutal stupid war!!
You guys make me sick! Don't you know we're here to keep freedom alive?!? I'm proud to do my share to keep the Cancer of Communism from infecting the body of the civilized world so that a brave new tomorrow will
You're wasting your time, Pvt Greepish so CUT THE ACT! They're not giving "Psycho Discharges" around here any more!!
They're not?!
GOD THIS VIETNAM IS A STINKIN' CESSPOOL!
I... I HATE THIS BRUTAL STUPID WAR!
Today, in the 80's, we got violence in the streets, nuclear radiation leaks, a terrible recession and unemployment... so how come Hollywood's making so many Vietnam War movies these days??
Who knows?!? Call it a simple nostalgia trip back to America's innocent past!
You notice how evenly divided this platoon is, racially?! You know, good and bad of both races?! I hear it's gonna be like that all picture!
Coppola GO HOME
ERL DRUM

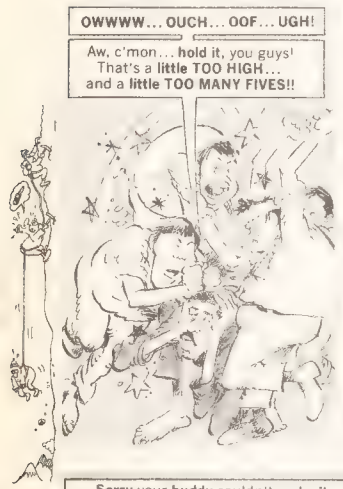

Yeah, it's our star Richard Pryor's idea! He figures the enemy'll like it better that way!
What does the Viet Cong have to do with it?!
Not THAT enemy! I'm talking about WHITE MOVIE-GOERS! You think they're gonna shell out hard-earned dough to see us Blacks soar like eagles, and them look like dumb turkeys all the time up here on the screen?!
Speaking of Richard Pryor you may love him or hate him as a performer, but you have to admit he's got dignity!
I never met him! Which one is he?
The guy over there with the dark hair the black moustache and his pants down!
Oh, THAT guy with dignity!
Don't move, American swine! We got you!
Oh-oh! This is so embarrassing! Caught by the Viet Cong with my pants down! Please, guys, don't shoot! DON'T SHOOT!
Quick!! Shoot him!!
SHOOT HIM!!
VIET CONG
KING KONG
Keep shooting him! Keep shooting!
This will make one terrific newspaper ad for a movie about Vietnam!
No wonder we can't lick these people! They're so resourceful!
Mort Drucker

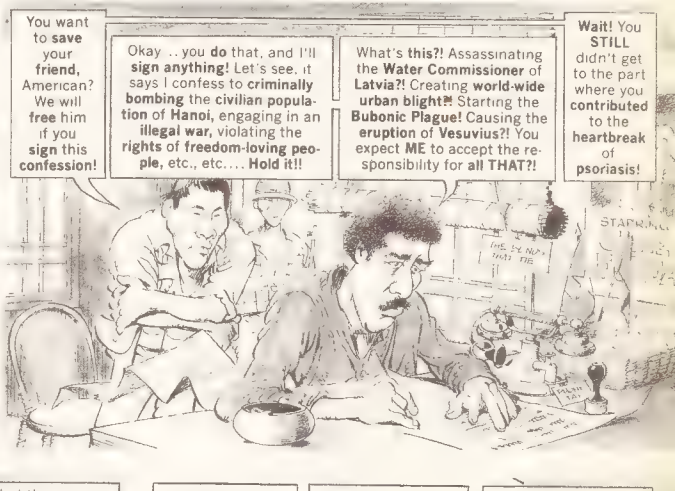
You will confess to your war crimes, American pig! And if you lie to us just once, you will rot in here for at least five years!!
Hey, Man! I didn't commit any war crimes! I swear on my country's flag! I swear on the honor of my country's President, Lyndon B. Johnson!
That did it! You just got TEN years!!
What a life! Stuck in this filthy cell with no one to keep me company except that dumb Vietnamese mouse!!
And just look at him! Man... I've heard of Orientals being cleanliness nuts... but he is TOO MUCH!!
HARD CELL
SOFT CELL
Here is company for you, Yankee pig!
Up yours, you lousy @#$%&*@! slant-eyed cruds!
Thank God! A dirty American! He'll fit in much better with the decor here!
Hi, buddy! I'm Oddie Kooler!
Hey, Man! What do you do in civilian life?
Le'me outta here, you @#$%& Viet Cong scum! You think you're gonna push Ninny De Strangelo around? Well, you can kiss my royal Dago ass!
BAM! BAM!
I'm glad you asked! You see... it's always been my dream to enhance the image of the Italian-American people!
Well, be proud! You're doing almost as good a job as the Mafia!
I suggest you cool it from now on! Otherwise, you're gonna go off the deep end and lose your sanity around here, just like I'm losing mine!!
How long you been here?
Le'me see... 21... 22... 23... one more hour, and it'll be a WHOLE DAY!!
I see what you mean!
American dogs, you will confess to war crimes! If you lie just once, you will rot in solitary confinement for at least five years!!
Look... can't you get this through your head? I didn't commit any war crimes... and neither did he!
That's right! I swear on the honor of my country's new President ...Richard M. Nixon!
Hoo-boy! You just got TEN years!! THEN, we throw away the KEY!!

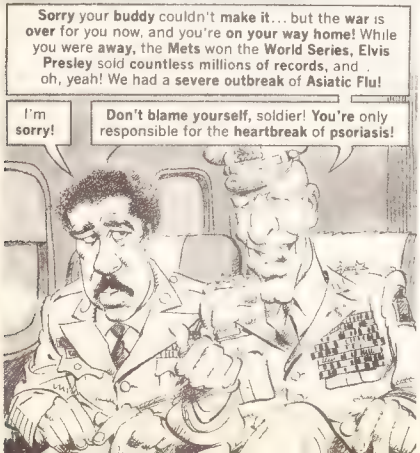

I gotta find a way of getting Ninny out of solitary!
YOU... wanna play ME?!? Heh-heh-heh! Who ever heard of a BLACK MAN playing BASKETBALL?!?
Hey, Man! How about a little One-On-One?
Looks like this is gonna be a piece of cake!!
If I win, you let my buddy out of the box!

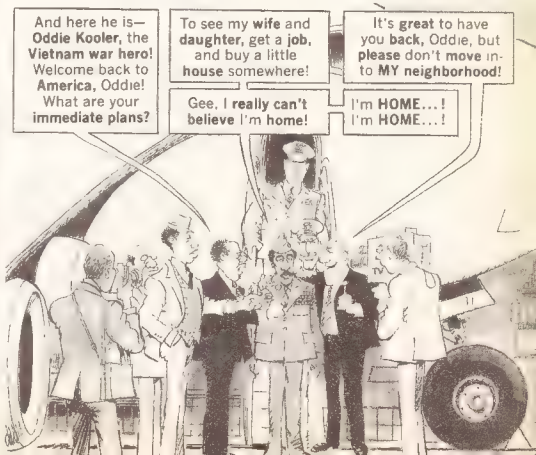
That makes it 127-4! You ready to quit yet, Man?
You kidding?! Everyone KNOWS in basketball, the score means nothing until the last two minutes of the game!!

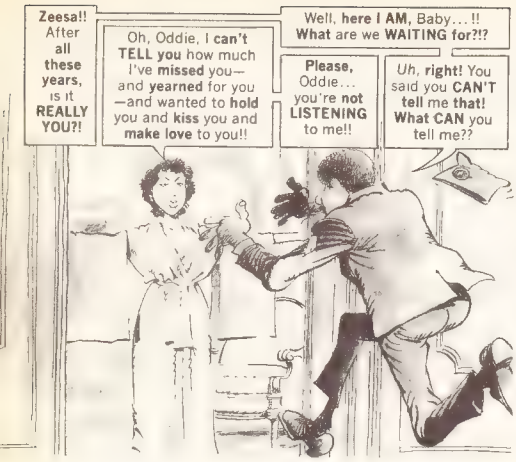

Final score: Me... 296! You... 8!
Now, how about giving me a high five, and then you free Ninny?!


OWWWW... OUCH... OOF... UGH!
Aw, c'mon... hold it, you guys! That's a little TOO HIGH... and a little TOO MANY FIVES!!

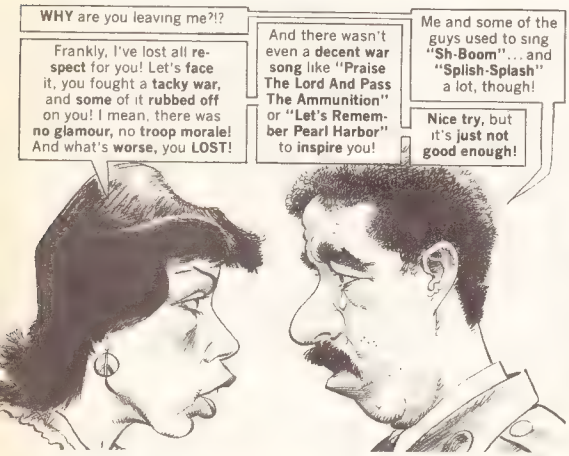

You want to save your friend, American? We will free him if you sign this confession!
Okay .. you do that, and I'll sign anything! Let's see, it says I confess to criminally bombing the civilian population of Hanoi, engaging in an illegal war, violating the rights of freedom-loving people, etc., etc.... Hold it!!
What's this?! Assassinating the Water Commissioner of Latvia?! Creating world-wide urban blight?! Starting the Bubonic Plague! Causing the eruption of Vesuvius?! You expect ME to accept the responsibility for all THAT?!
Wait! You STILL didn't get to the part where you contributed to the heartbreak of psoriasis!


Sorry your buddy couldn't make it... but the war is over for you now, and you're on your way home! While you were away, the Mets won the World Series, Elvis Presley sold countless millions of records, and . oh, yeah! We had a severe outbreak of Asiatic Flu!
I'm sorry!
Don't blame yourself, soldier! You're only responsible for the heartbreak of psoriasis!


And here he is— Oddie Kooler, the Vietnam war hero! Welcome back to America, Oddie! What are your immediate plans?
To see my wife and daughter, get a job, and buy a little house somewhere!
Gee, I really can't believe I'm home!
It's great to have you back, Oddie, but please don't move into MY neighborhood!
I'm HOME...! I'm HOME...!


Zeesa!! After all these years, is it REALLY YOU?!
Oh, Oddie, I can't TELL you how much I've missed you—and yearned for you—and wanted to hold you and kiss you and make love to you!!
Well, here I AM, Baby... !! What are we WAITING for?!?
Please, Oddie... you're not LISTENING to me!!
Uh, right! You said you CAN'T tell me that! What CAN you tell me??

Just this... I want a divorce, I'm not sure my daughter is yours, your mother just died, and I've spent all your money!
Oh, my God... you mean I'm a single, childless, penniless ORPHAN?!?
That's right! And just think, when you first walked in here you thought you were a nobody!!
NO PRYOR COMMITMENT


WHY are you leaving me?!?
Frankly, I've lost all respect for you! Let's face it, you fought a tacky war, and some of it rubbed off on you! I mean, there was no glamour, no troop morale! And what's worse, you LOST!
And there wasn't even a decent war song like "Praise The Lord And Pass The Ammunition" or "Let's Remember Pearl Harbor" to inspire you!
Me and some of the guys used to sing "Sh-Boom"... and "Splish-Splash" a lot, though!
Nice try, but it's just not good enough!

Man my ego is down to zero, I'm broke, I can't get a job and my ol' lady walked out on me! Could I use a woman right now!
Hey, how about her...?
Hmmm! Not bad! Who's she been seeing lately?
Superman!
Terrific!! That's EXACTLY what I NEED for my ego!

I couldn't help noticing you stare at me, Soldier! My name is Bony... but I gotta warn you! All I am is a lousy hooker!
Okay, how much is it gonna cost me?
Tonight is special! I'm GIVING it away FREE!!
You're right! You ARE a lousy hooker!

Bony, this is terrific! This is the most wonderful thing that ever happened to me!
OOOOHH! AAAAHH!

Wait'll you see how **fantastic** it's **going to be** when I get **in** there **WITH you!!**

BIG KIDDER

Bony... that was **fabulous!** Any chance of me spending the **WHOLE NIGHT** here with you...?

I'd **love** you to, Oddie, but I'm expecting **someone else** any minute!

Oh-oh! There's his **knock,** now!!

KNOCK! KNOCK!

There's **no one** at the **door...!**

The **window!**

I should have **known!** Well, I got me a **part-time girl!** Now I gotta get me some **part-time money!!**

Quick, lady —gi'me all your **dough,** and you **won't** get **hurt!!**

Anything you **say!** Just **don't shoot me! PLEASE!!**

Okay but **remember, I know** how to use a **gun!!** I'm a **Vietnam War Veteran!!**

A **Vietnam War Veteran?!** Why didn't you **say** so?! **You're** on the **wrong line!!**

LOAN ARRANGER

SILVER

TONTO

SCOUT

ENTER HERE

KISS AND TELLER

INTEREST RATES

~~13.58%~~

~~14.39%~~

~~15.65%~~

~~19.31%~~

21.78%

Hey, Man! You mean to tell me they got a **special line** here just for us **Vietnam War Veteran bank robbers?!**

They gotta do **SOMETHIN'** for us Vets! **Remember,** we got **no GI Bill to speak of!** Just **hang in there,** take your **dough,** and you'll see a **Mr. Purvis** on the way **out!**

Who's **HE?** The **Bank President??**

Uh-uh! A **COP!!** We **don't** get to **keep** it too long, but it's **better** than **nothing!!**

Where you **goin',** Man?! They got a **special** on **hundred dollar bills** today! An' if you only need **nine,** there's an **Express Window** there!!

Forget it! I'm **too scared** to rob a bank!

Ma, **look!** That **Vietnam War Veteran wet** his **pants!**

No wonder we lost the war! They **couldn't train** those guys to do **ANYTHING!!**

ENTER HERE

There goes a **bank employee** with an **attache case** full of **dough!** Now's my chance...

Okay, you!! Stick 'em—

MEN

James' Bonds

Do me a favor! Take this million bucks in bonds! Inside the case, you'll also find the number of two guys in Las Vegas who'll pay you $100,000 for them, plus the keys to a getaway car, plus—
Hey, Man! Why are you being so nice to me?!
Because I gotta go into this Men's Room, and I'd really like some privacy! With all the toilet humor in this picture, I got a feeling the camera's gonna go inside there with me—and it could be disgusting!
MEN
As soon as the money boys from Las Vegas get here to buy these bonds from me, I'm gonna split with Bony in the getaway car!
But, Man, I gotta be careful that nobody pulls a FAST ONE on me!!
PILLOW OF SOCIETY
We're the big-time Las Vegas gamblers you've been waiting for!
Oh, Yeah!? That's what YOU say! Prove it!!
Go ahead, Monte! Prove it to him!!
SNAP!
CASH
Holy cow!! A $1400 jackpot from a PAY phone! I'm sold!!
Okay! We got the 100 G's! Where are the bonds??
On the bed, so give it to me!!
Sure, creep! As long as you're ASKING for it!!
BANG!
OOOF!
Tell me something! Who's gonna believe that a wimp who's scared of his own shadow, can't hold on to his wife, and soils his pants could punch out two strong-armed hoods who make a living scrambling brains?
The same idiots who believe that two street-wise hoods who come up to a hotel room with no other purpose than to grab some bonds and knock off the guy who has them... would be dumb enough to bring $100,000 in cash with them!!
What a wonderful heart-warming American success story of the '80's!
Yeah... a Black bank robber and a White hooker, riding off into the sunset, staking their dreams with $100,000 in stolen money!
What a fabulous moral lesson for our nation's young people!
Does anybody mind if I throw up?
Go ahead... be my guest! ANYTHING's gotta be an improvement over all the TOILET HUMOR!
END

Food... *gasp!* Water... *gasp!* **Food... Water!!**

KLIK KLAK KLIK KLAK

KLIK KLAK KLIK KLAK

Sir, the **Management requests** that you **please stop hanging out** in the **lobby!**

CHOMP CHOMPLE SLURP GLUP

D.MARTIN...

ARTIST: DON MARTIN WRITER: DON EDWING

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